
CV

MAG.ART PETRA GALOGAZA

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geboren am 19 Oktober 1976

in Zagreb, Kroatien.

profile

For many years I have been working in the fashion industry developing various products.

My goal was and still is to create a visually and technically creative product for selected target group.

The focus of my work is trend research, product, visual design as well as technical product development. Every new product that I make is a new challenge that gives me the opportunity to grow and learn.

I love teaching...I think it is important to share you knowledge with others!

The quick contact that I make with people has always been an essential component of my life. This aspect is important in bringing projects to a successful end as well as giving a part of your work experience through teaching.

My interests are wide-spread and that makes me open to any new challenges on all levels.

work experiance

clients

09/ 2015 „GÖTTIN DES GLÜCKS“

Position: Creative direction of commercial Jersey collection for the European market

Duties and responsibilities: creating a design concept, collection presentation (product range management), trend presentation (buyers), print development. Development of first samples (pattern) and final collection presentation to international sales teams.

06/2013 TRIUMPH INTERNATIONAL

Head of Swimwear (Men), W.Neustadt, Austria.

Position: Creative direction of commercial swimwear collection for the European market

Duties and responsibilities: Same as below.

07/2011-06/2013 TRIUMPH INTERNATIONAL

Position: Creative direction of commercial women swimwear collection for the European market.

Duties and responsibilities:

Creating a design concept, collection presentation (product range management), trend presentation (buyers), print development (collaboration with Italian print design studios), leading a team of designers. Trips to Asia, store check trips, development of first swimwear samples (pattern and fit team) and final collection presentation to international sales teams.

12/2009 - 03/2011 NORWIN Handels GmbH“, Austria

Position: Creative direction of commercial swimwear collection for the European market.

Duties and responsibilities: creating a design concept for a collection, presentation of ideas to product range management.

Briefing and advising manufacturers and presentation of collection to international sales teams.

03/2007 - 10/2008 LOMOGRAPHY

Vienna, Austria

Position: Creative direction and product development of bag and camera accessory line.

Duties and responsibilities: Creating a design concept for a collection, trend forecasting, presentation of ideas to product range management, trend presentation to the buyers, managing production in Egypt and Serbia. Selection of different leather qualities. Presentation of collection to international sales teams.

09/2006 – 09/07 MAX MARA

Regio Emilia, Italy

Position: Junior designer

Duties and responsibilities: bag, shoe & soft leather good collection design.

freelance

05/2011-06/2013 CAMPER

Inca, Majorca.

Position: Creative direction of men's and women's shoe collection.

Duties and responsibilities: Creating a design concept for a collection including new creative as well as product design ideas (sketching, sample making). Production of technical drawings and specifications.

01/2014 HÖGL

Duties and responsibilities:

Concept development for Högl Collections.

08/2007 - 02/2009 FREY WILLE

Vienna, Austria

Creative and technical direction of bag and small leather good collection.

Duties and responsibilities: Selection and controlling of material quality. Briefing manufacturers. Controlling of finished leather goods.

08/2008 - 02/2009 MERKUR

B.Palanka, Serbia / Moscow, Russia

Position: Creative direction of commercial men's and women's bag and small leather good collection for the Russian market.

Duties and responsibilities: creating a design concept for a collection including new creative as well as product design ideas (sketching, sample making). Trend presentation to the buyers, managing a team of designers and patternmakers, presentation of collection to international sales teams.

teaching / lederlab

What do we do?

Austria offers colleges and universities with plenty of training courses in fashion, textiles or the arts, but there are no courses in the field of leatherworking and leather design. In order to change that, we offer leather workshops!

LEATHER LAB workshops provide you with necessary know-how and show you how to implement your creative ideas.

Who are we?

We are Petra Galogaza and Claudia Guzy, two leather designers, who are passionate about the old craft!

Since 06/2018

we have been organizing different workshops for leather design under the motto: "**Think creative!**"

We are teaching in St.Pölten / New Design University, SPENGERGASSE, Spengergasse and Herbststrasse Collage.

Since 09/2014

Department Leather Design, Ungargasse, Vienna, Austria

Position: Professor

Subject: Arts, Culture & Design

independent work

In parallel to salaried positions that I had, I was working on my own designs for „GALOGAZA“ brand that I founded in 2005. First Shoe Collection I produced in 2004.

I started with shoes and after a while I broadened up the scope of products by including handbags, gloves and small leather goods. My designs are playful, designed for women that are not afraid to be noticed. My idea is to develop two parallel dynamics in one product: leather and form, through creating a sculpture within an object (pair of shoes or bag). I have been presented at Valery Demure, Hortensia Showroom, Premiere Classe, Paris and W-Showroom, Milano. In the period from 2005 to 2010, shoe and bag collections were mainly distributed on Japanese market.

In 2011 I got an offer to work as Head of Swimwear designer for Triumph, so I decided to accept the new challenge.

press

JAPAN: Harper's Bazaar, Marie Claire, Reina, Bala, Spurlux

UK: Elle, In Stile

ITALY: Moda Pelle

DACH: Neon, Indie

presentations, exhibitions and awards

04/2007 Unit- F support

collection presentation, Paris

04/2006 „Give it a Max“, MaxMara Competition winner, competition organized by IT's, Trieste

09/2005 Austrian Fashion Awards Winner; Fashion Grand Prix City of Vienna

09/2004 Unit- F support; Shoe collection 05, Paris

education

2014

Project Management WIFI

1999- 2005

University for Applied Arts in Vienna, Austria

Fashion class under the mentorship of Raf Simon (Jil Sander) and Viktor and Rolf

1996-1999

University for Textile, Technology and Design in Zagreb, Croatia. Course: Textile Designer

1992-1996

High school for Textile, Technology and Design in Zagreb, Croatia. Course: Textile Designer

spoken languages

German: fluent in speaking/reading/writing

English: fluent in speaking/reading/writing

Croatian: native language

computer literacy

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- MS-Office